



Police Department

September 3, 2020

September is Pedestrian Safety Month, and the Chula Vista Police Department is happy to join law enforcement agencies across the country to educate the public on pedestrian safety. Pedestrian safety goes both ways—whether you are walking, riding a bike, or driving, there is a shared responsibility when it comes to looking out for one another. In this edition, I'd like to share some helpful tips and resources to promote safe pedestrian and motorist behaviors, so our citizens can all safely arrive to their destination.

Did you know...

- According to the U.S Department of Transportation, 16% of all traffic fatalities are bike and pedestrian related.
- Since 2009, the number of pedestrians killed or injured on California roads has increased dramatically, accounting for nearly 25% of all roadway deaths.
- A report released earlier this year by the Governors Highway Association (GHSA) projected that pedestrian deaths in 2019 reached the highest point in more than 30 years.

The Chula Vista Police Department's Traffic Unit takes the lead on traffic enforcement and hold pedestrian and bike safety enforcement awareness operations in May and September, focused primarily on jaywalking and illegal street-crossing. During these months, there are additional officers on patrol, looking for other types of violations made by drivers and pedestrians that make roads unsafe. Our School Resource Officer Unit also enforces traffic safety at local schools and is available to give safety presentations on various topics such as bike safety.

The "Be Alert" handout outlines safe practices for both pedestrians and drivers. The handouts include information on driving at speeds that allow drivers to safely stop for pedestrians and for pedestrians to always use crosswalks. Our other handout, "Ride Safely Today So You Can Enjoy Tomorrow" is geared towards safety tips for bicyclists. The handout encourages bicyclists to ride with the flow of traffic. Overall, the message we want to share is to **stay visible and alert, obey traffic signs and signals, and always wear protective gear.**

For those who are interested in traffic data, I'd like to invite you to check out our Open Data Initiative site through the department's website. Here you can find our Special Studies Dashboards, in addition to information on crime and other community-related topics: <https://www.chulavistaca.gov/departments/police-department/about-us/open-data-initiative>

Please let us know if there are specific public safety issues you would like us to evaluate in the future, or specific topics about which you would like more information. You can share your thoughts by contacting our Community Outreach team at (619) 691-5187 or by visiting our website at <https://www.chulavistaca.gov/departments/police-department/contact-us>.

Thank you in advance for your assistance,

Roxana Kennedy
Chief of Police